



SASKATCHEWAN WHEAT POOL
HEAD OFFICE

Open House



Wheat Pool
Building

Regina, Sask.
October 1964



from the President's Desk

Let me welcome you to our remodelled Head Office building.

We in the Wheat Pool are proud of the changes which have been made. They were designed to maintain the high level of efficient service to members which has been the hall-mark of the Pool since its formation 40 years ago.

Wheat Pool members are accustomed to living with change. They have experienced revolutionary changes in their own farm operation. They have watched a steady program of expansion in the physical assets and services of the Pool to meet ever-increasing and changing demands.

The Head Office served members from 1926 to the present with relatively little change in facilities or equipment. What has been done provides an efficient staff the modern tools and modern setting in which to meet the tasks of the future.

Chas. W. Gibbins

CHAS. W. GIBBINGS,
PRESIDENT.

welcome

to the head office of the
Saskatchewan Wheat Pool.

We're proud of our
remodelled building and
want to show it to you.



You are always welcome at the Pool!

Won't you come back soon?



Arrival of the first mail heralds the start of a busy new day at the Pool



It's quickly sorted and dispatched



to efficiently designed areas. Here in the grain division the job begins.



Air conditioning and good lighting enhance the attractive surroundings.

Co-ordination of province-wide grain and livestock handling facilities, terminal operations at the Lakehead and Vancouver, a flour mill, vegetable oil processing plant, printing and publishing division and the distribution of farm supplies calls for speed, efficiency and careful scheduling at Head Office.

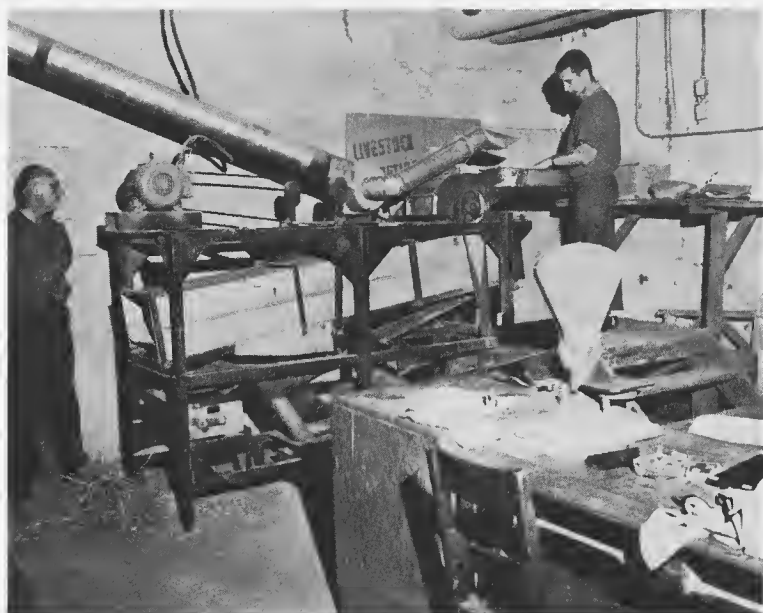


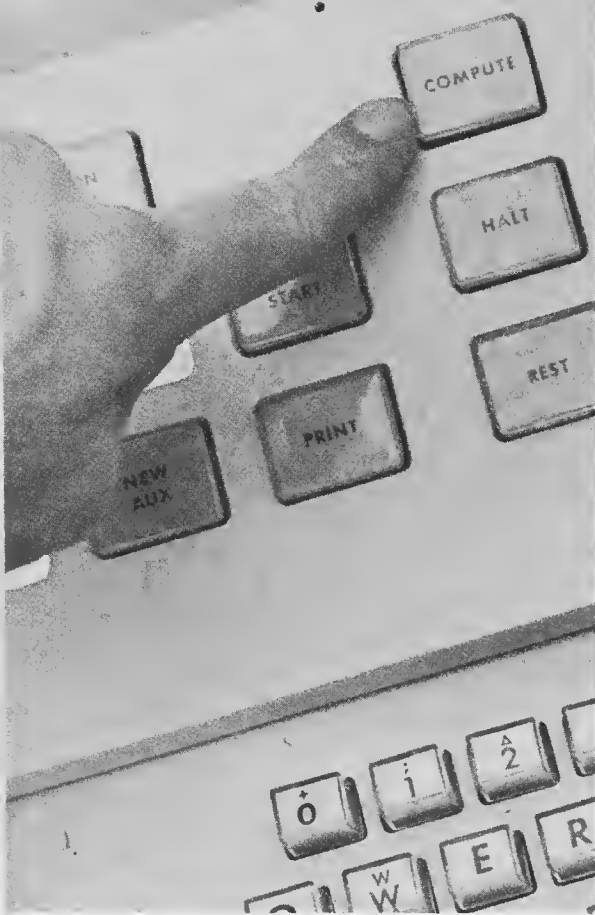
Service

The Construction Department responsible for building and maintaining Wheat Pool facilities carries out design and scheduling functions at Head Office.

The Wheat Pool participates in a province-wide variety test plot program. Samples are carefully threshed, graded and assessed in a special section of the basement area. The test plot program is one part of a program which ensures that cereal sciences will not lag behind the technological advances in agriculture.

In winter the library maintained for members is a most popular "Pool service". The library contains a comprehensive section on agriculture here and abroad as well as a wide selection of "good reading".

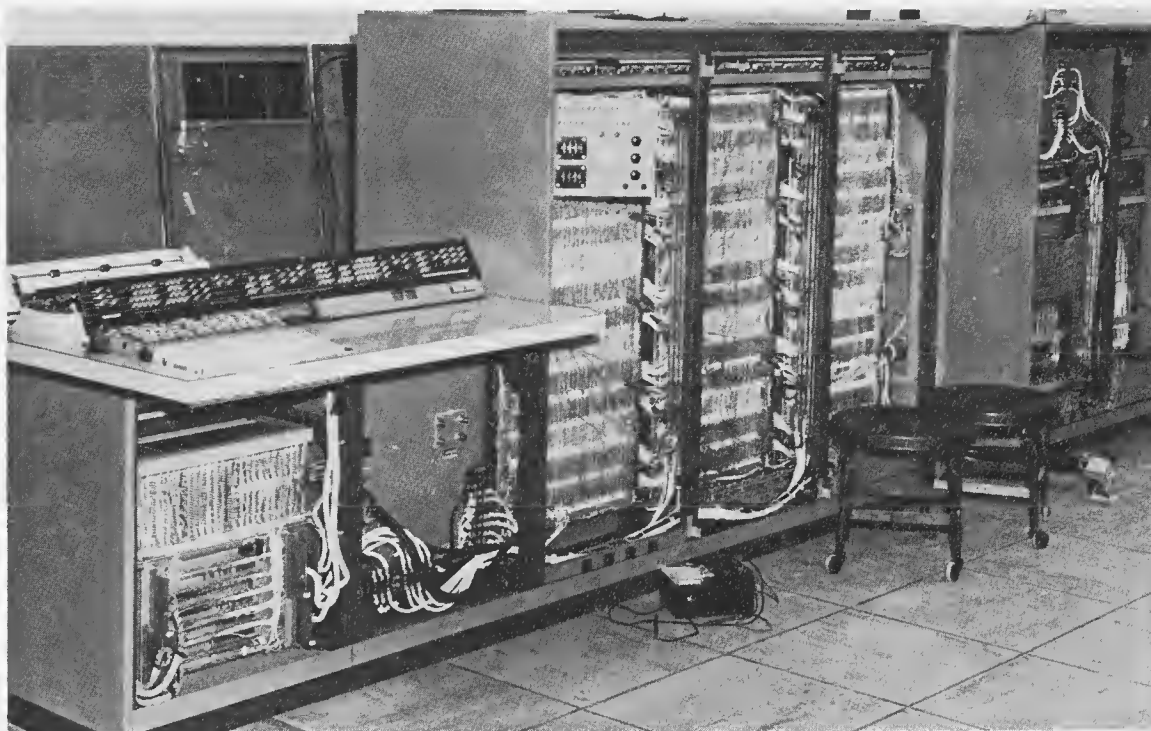




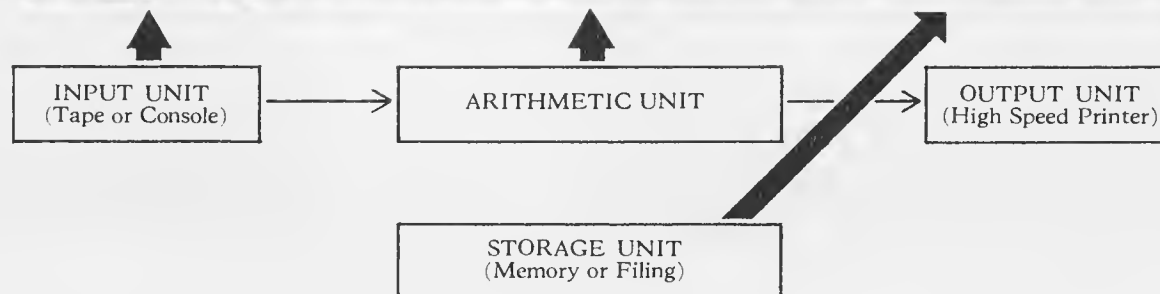
SPEED...SAVINGS...in time and money

The Saskatchewan Wheat Pool has installed a 315 NCR computer to take advantage of the efficiencies and economies inherent in this highly sophisticated aspect of office automation.

While the computer can't think for us, it can perform a variety of highly complex tasks with great speed and accuracy. Essentially, the equipment consists of a console through which information and instructions can be sent to the machine. The storage section, where vast amounts of earlier information and conclusions can be instantly retrieved from cards, and an arithmetic unit which carries out the calculation functions. A high speed printer delivers the finished material.



Stripped of its sophisticated outer covering, the computer displays its electronic innards. The high speed functions of the machine make it indispensable in today's complex business world.



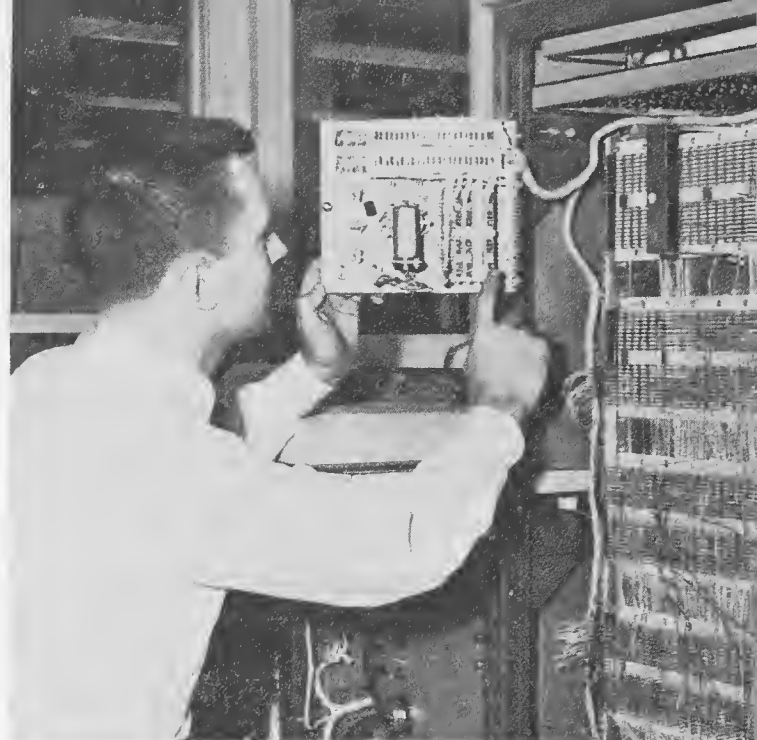


Starting Point: Rows of key punch machines are used to transfer information to punched tape which can be fed to the computer. Systems manager Fred Cochrane discusses the details of a specific transaction with Lena Carr. The computer assimilates information with great speed.

At the Controls: Pool president, Chas. W. Gibbings, gingerly tests a button at the control console. It's not for real as the smile of Pool treasurer E. J. Medhurst demonstrates.

Through Here: A National Cash Register Co. service representative, makes an adjustment to the delicate wiring of the computer unit.

It Comes Out Here: Output from the high speed printer can equal the production of 360 typists each working at 60 words per minute.





Communications

Pool members are kept fully informed about the activities of their organization. But it takes a lot of doing.

Planning programs in the country organization department is the first step in reaching the membership through field staff, committees and delegates.

Duplicating reports, addressing material for the nearly 139,000 persons who maintain their membership in the organization is done in the printing room.

The publicity department prepares and broadcasts farm news from the Wheat Pool studio.



Coffee Break



Board of Directors

Back Row: Edward K. Turner, Wm. McK. Ross, Allan E. Grigg, Elmer J. Sjolie, Arnold G. Pederson.

Centre Row: Wm. Cummins, Albert Greenfield, Clarence McKee, Jack R. Stilborn, Walter Melrose, J. H. Harrison, Donald M. Lockwood, Robt. B. Fulton, A. R. Stevens, Secretary.

Front Row: W. J. Ball, Elevator Divisions Manager; L. A. Boileau, First vice-president; Chas. W. Gibbings, President; E. A. Boden, Second vice-president; E. J. Medhurst, Treasurer.



Decorations Gnomes and the floral emblems of the British Isles decorate the façade of the Wheat Pool building. It is in keeping with the architectural style of 1912 when C. W. Sherwood had the building erected to house his department store. He built well for the building today is structurally sound. Wheat Pool acquired the building in 1926.



As it used to be:

This photo was made shortly after the Pool took over the Sherwood building. Shown here is the second floor which then housed the staff of the grain division.



Other Services

Head Office of the Pool serves other facilities of the organization: Terminals at the Lakehead and Vancouver, livestock marketing, printing and publishing, 1250 country elevators, vegetable oil refining, farm supplies and seed grain sales and flour milling.

